Agriculture and Agri-Food Canada | Agriculture et Agroalimentaire Canada

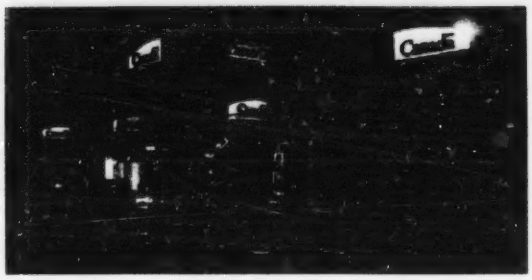
Canada

SIAL 2000

Canadian Food Pavilion at SIAL 2000
Summary Report

THE BOTTOM LINE

Agriculture and Agri-Food Canada (AAFC) mounted its second-ever national pavilion at the 2000 edition of the Salon international de l'alimentation (SIAL) in Paris, France, the largest food and beverage trade show this year. The pavilion (450 sqm) housed 65 exhibitors which represents the largest Canadian delegation ever attending SIAL an increase of 60% over the last SIAL, which was held in 1998.



OVERALL ASSESSMENT BY EXHIBITORS:

- 100% of exhibitors agreed fully or in part that they got good value for their money by being part of the Canadian Pavilion;
- 87.5% will consider exhibiting within the Canadian Pavilion at the next SIAL;
- 79% agreed that they would not have exhibited at SIAL 2000 if there was no Canadian Pavilion;
- 76% agreed that being "Canadian" is advantageous;
- 74.1% agreed that exhibiting at a trade show is the most effective way of increasing sales in the European markets.

EXHIBITOR PERFORMANCE:

In summary, 88% of exhibitors attended the show for the purpose of meeting clients and partners and identify sales leads and 100% of them accomplished this goal in booth cases. A total of 654 solid sales leads were reported by exhibitors, for an average of 31 leads per company. Of these leads, 31.7% were from the Europe, 21.7% were from the Middle East, 11.6% were from Africa, 9.5% were from Latin America/Carribean, 8.1% from Asia-Pacific, 6% were from the United States, 2.3% were from Canada, and 9.5% were from other from other regions. For 36 participants, these leads are expected to generate sales in the next twelve months valued at an estimated $14.5 million. In fact, four exhibitors expect to generate near-terms sales of more than $1 million each! Fifteen companies reported making on-site sales worth an estimated $2.5 million in total.

THE SHOW

Organized by Promosalons, SIAL 2000 featured more than 5,231 exhibitors from 94 countries and attracted 132,813 food and beverage trade professionals from 185 countrirs (up 20% from 1998). SIAL offered access to buyers and represented an exciting opportunity to introduce new products to the global market.

SIAL 2000 was held from October 22 to 26, at the "Parc des expositions, Villepinte" The 2002 edition will be held October 20-24 at the same venue. .

THE OUTCOME

The official Canadian pavilion occupied 450 square metres and housed 48 Canadian food and beverage exporters, 13 associations, three federal branches and one provincial government for a total of 65 exhibitors at this important international event.

Fifty four of the participants within the Canadian National stand were first-time exhibitors at the show. More than 86% of them were SMEs and 72% were food processors. Overall participants felt that the Canadian pavilion was well organized and managed, very recognizable as Canadian, attractive and visible, well located in show hall and well built. Fifteen participants reported making on-site sales estimated at $2.5 million in total. Furthermore, exhibitors reported having identified an average of 31 new leads per company, which are expected to generate additional sales of approximately $14.5 million in the next twelve months.

THE COST

Each exhibitor in the Canadian pavilion was charged a participation fee of CDN$7500 per full-sized booth, CDN$4000, for a half-sized booth and CDN$3000 for a quarter-sized booth, equal to the estimated costs of floor space, booth construction and furnishings.

SPONSORS

We would like to acknowledge and thank the following for sponsoring this event:

Air Canada Cargo
J. Réne Hébert inc.
Department of Foreign Affairs and International Trade
National Capital Commission
Fisker Cargo
RE-FLEX GCI

We would like to acknowledge and thank the following Canadian companies for providing products for the Exhibitors Business Lounge:

Aliments Croc D'or Inc. (Les)
Natrel Inc.
Aliments Toka Foods
Oak Leaf Confections Ltd.
Canadian Iceberg Vodka Corporation
Prairie Land Saskatoons
Citadelle
Sleemans
Fresh Hemp Foods Ltd.
Sunny Day Products Ltd.
Hemp Oil Canada
Unibroue inc.
Labatt's
Upper Canada
Maple Leaf Distillers
Yanez International Commoditites
Miel Labonte Inc.

FOR MORE INFORMATION

For more information on the Canadian food pavilion at this or any other food show, please contact:

David P. Watters, International Trade Show Manager
International Markets Bureau
Agriculture and Agri-Food Canada
10th Floor, Sir John Carling Building
Ottawa, Ontario K1A 0C5
Telephone: 613-759-7739

101-03199/

Facsimile: 613-759-7506

CANADIAN EXHIBITORS IN THE NATIONAL PAVILION AT SIAL 2000 (PARIS)

British Columbia

Agricom International Inc.
1200 Lynn Valley Road, Suite 209
North Vancouver, British Columbia V7J-2A2

Great Canadian Mushroom Company Ltd. (The)
794 Fort Street, P.O. Box 38059
Victoria, British Columbia V8W-3N2

L.B. Maple Treat Inc.
1717 West 5th Avenue
Vancouver, British Columbia V6J-1P1

Manitoba

Canadian Special Crops Association
330 - 360 Main Street
Winnipeg, Manitoba R3C-3Z3

Du Bois Wild Rice Ltd.
P.O. Box 1762
Winnipeg, Manitoba R3C-2Z9

Fresh Hemp Foods Ltd.
P.O. Box 2311
Winnipeg, Manitoba R3B-1G6

Global Grain Canada Ltd.
P.O. Box 218
Plum Coulee, Manitoba R0G-1R0

Hemp Oil Canada Ltd.
798 Red River Drive
St. Norbert, Manitoba R3V-1L5

Manitoba Agriculture and Food
903 - 401 York Avenue
Winnipeg, Manitoba R3C-0P8

Maple Leaf Distillers Inc.
235 McPhillips Street
Winnipeg, Manitoba R3E-2K3

Organic Producers Association of Manitoba
263 Bennett Crescent
Virden, Manitoba R0M-2C0

Parent Seed
12 Martin Street, Box 36
St. Joseph, Manitoba R0G-2C0

Parrish & Heimbecker Limited
700 - 360 Main Street
Winnipeg, Manitoba R3C-3Z3

Prairie Lane Saskatoons
Box 7, Group 25, R.R. #1
Petersfield, Manitoba R0C-2L0

Pulse Canada
330 - 360 Main Street
Winnipeg, Manitoba R3C-3Z3

Roy Legumex Inc.
250 Caron Street
St. Jean-Baptiste, Manitoba R0G-2B0

Sunny Day Products Ltd.
349 Manitoba Road, Box 2080
Winkler, Manitoba R6W-4B8

Ontario

Agriculture and Agri-Food Canada
930 Carling Avenue, 10th Floor, Sir John Carling Building
Ottawa, Ontario K1A-0C5

Agriculture and Agri-Food Canada
Agri-Food Trade Service
930 Carling Avenue, 10th Floor, Sir John Carling Building
Ottawa, Ontario K1A-0C5

Agriculture and Agri-Food Canada
Investment Secretariat
930 Carling Avenue, 8th Floor, Sir John Carling Building
Ottawa, Ontario K1A-0C5

Canadian Iceberg Vodka Corporation
23 Lesmill Road, Suite 410
Toronto, Ontario M3B-3P6

CAN-AF Brokers & Consultants
6 - 910 Rowntree Dairy Road
Woodbridge, Ontario L4L-5W4

Concord Confections Inc.
345 Courtland Avenue
Concord, Ontario L4K-5A6

Export Import Trade Centre of Canada and USA Ltd.
425 Bay University Avenue, Suite 800
Toronto, Ontario M5G-1T6

Export Packers Company Ltd.
107 Walker Drive
Brampton, Ontario L6T-5K5

Fiber Tech Company Limited
9005 Leslie Street, Unit 202
Richmond Hill, Ontario L4B-1G7

Great Canadian Bean Company
R.R. #1
Ailsa Craig, Ontario N0M-1A0

Hensall District Co-Operative Inc.
71 Main Street
Exeter, Ontario N0M-1S3

Linsey Foods Ltd.
4248 14th Avenue
Markham, Ontario L3R-0J3

Oak Leaf Confections Ltd.
440 Comstock Road
Toronto, Ontario M1L-2H6

Ontario Bean Producers' Marketing Board
4206 Raney Crescent
London, Ontario N6L-1C3

Shady Maple Farm Ltd.
2585 Skymark Avenue
Mississauga, Ontario L4W-4L5

Quebec

A.B.K. Gaspesie inc.
72, rue du Port
Mantane, Quebec G4W-3M6

Agence Canadienne D'inspection des Aliments / Canadian Food Inspection Agency
2001, University
Montreal, Quebec H3A-3N2

Agro-Haribec inc.
1485, rue Tardif
Brossard, Quebec J4W-2M4

Aliments Croc D'or Inc. (Les)
177, rue Loyola Schmidt
Vaudreuil-Dorion, Quebec J7V-8P2

Aliments Toka Foods
385B, rue Max Gros-Louis
Wendake, Village des Hurons, Quebec G0A-4V0

Bleuets Sauvages du Quebec inc. (Les)
698, rue Melancon
St-Bruno, Quebec G0W-2L0

Canneberges Atoka inc. (Les)
3025 route 218
Manseau, Quebec G0X-1V0

Carrefour des Mers inc. (Le) / Seafood Hub Inc. (The)
2351, de Geneve
Ste-Julie, Quebec J3E-2J1

Centre D'Affaires Europeen
1000, avenue Saint-Charles, #RC02
Vaudreuil-Dorion, Quebec J7V-8P5

Centre Local de Developpement Vaudreuil-Soulanges
333, Felix Leclerc
Vaudreuil-Dorion, Quebec J7V-8W5

Citadelle, Cooperative de Producteurs de Sirop d'erable
2100, St-Laurent, C.P. 310
Plessisville, Quebec G6L-2Y8

Clic Import Export Inc.
2025, boulevard Fortin
Laval, Quebec H7S-1P4

Club export agro-alimentaire du Quebec
200, rue McDonald, suite 202
St-Jean-sur-Richelieu, Quebec J3B-8J6

Club Export des Canton de L'Est
142, rue Dufferin, buerau 200
Granby, Quebec J2G-4X1

Club Export du Suroit
100, avenue Ste-Cecile, bureau 100
Salaberry de Valleyfied, Quebec J6T-1M1

Dobexco Foods International Inc.
132 Chemin de L' Anse
Vaudrevil, Quebec J7V-8P3

Centre de Formation Professionnelle L'Oasis
624, avenue Lafontaine
Chicoutimi, Quebec G7H-4V4

Erabliere des Alleghanys inc. / Maple Farms
156, chemin du Village
Saint-Onesime, Quebec G0R-3W0

Great Northern Maple Products Inc.
(Les Produits de l'erable du Grand Nord Inc.)
331, rue Principale
St-Honore de Shanley, Quebec G0M-1V0

Miel Labonte inc.
530, rang Nault
Victoriaville, Quebec G6P-7R5

Ministere de l'Agriculture, des Pecheries et de l'Alimentation du Quebec
201, boulevard Cremazie est, 4e etage
Montreal, Quebec H2M-1L4

Natrel Inc.
333, boulevard Lebeau
Ville Saint-Laurent, Quebec H4H-1S3

Produits Ronald Inc.
200, rue Saint-Joseph
Saint-Damase, Quebec J0H-1J0

RE-FLEX GCI
1367 Jordi Bonet, #101
Ile Perrot, Quebec J7V-7P2

Regroupement pour la commercialisation des produits de l'erable du Quebec inc.
148, rue Kennedy, C.P. 220
Scott-Jonction, Quebec G0S-3G0

Service D'exportation Richelieu-Yamaska
800, avenue Sainte-Anne, bureau 403
Saint-Hyacinthe, Quebec J7S-5G7

Simex International Inc.
5250 Decarie, Suite 216
Montreal, Quebec H3X-2H9

Societe de Developpement a l'exportation de la Rive-Sud de Montreal
1000, rue Serigny, bureau 100
Longueuil, Quebec J4K-5B1

Spring Tree Food Corporation of Canada Inc.
C.P. 500
St. Victor, Quebec G0M-2B0

Saskatchewan

Riese-Vertmont Canadian Lake Wild Rice
P.O. Box 899
La Ronge, Saskatchewan S0J-1L0

Saskatchewan Pulse Growers
218 - 111 Research Drive
Saskatoon, Saskatchewan S7N-3R2

Walker Seeds Ltd.
P.O. Box 2890
Tisdale, Saskatchewan S0E-1T0

Western Grain Cleaning and Processing
Box 1149
North Battleford, Saskatchewan S9A-3K2

Yanez International Commodities
305 - 351 Saguenay Drive
Saskatoon, Saskatchewan S7K-5T4

VERBATIM COMMENTS FROM CANADIAN EXHIBITORS

"It was a very succesfull show. The organisation inside our national pavilion was excellent. - service wise, logistic wise, communication wise. Thank you."
Clic Import Export Inc.

"You folks have done a terrific job! I have never attended an event as good as this in 20 years of professional sales and marketing. Quality program and quality people were responsible for this fabulous event."
Anonymous

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